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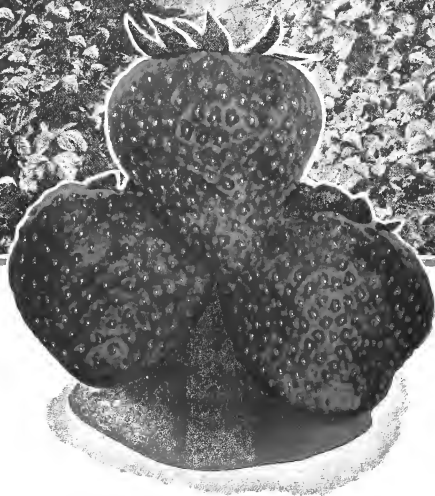
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1927

Price list of J. A. Bauer's Strawberries and Other Plants

Judsonia,

Arkansas



Local and Long Dis-
tance Phones in
Office And
Residence

Reference:
Bank of Judsonia
or
Dun and Bradstreet

THE MAN — THE PLANTS — THE BERRIES

J. A. Bauer

Strawberry Plant Specialist

Lock Box 38.

Judsonia, Ark.

To Our Patrons – Greeting for 1927



Aroma

The name "Bauer" was first advertised as plant growers in 1880, over forty-six years ago, and since that date we have grown until we are the largest growers and shippers of berry plants in the whole southwest.

My patrons are scattered all over the United States as well as Canada, Mexico. We have patrons in Honduras, Phillipine Islands, Cuba, Porto Rico, and in the Holy Land.

In all this time we have at all times tried to produce the best plants grown at a fair price and we surely have done this, or the large business we get would not stay with us. From year to year we not only have held our patrons but gained thousands and thousands of new ones. No matter what you want from Bauer's List, you are safe in expecting the best plants and will get them in berries, onion, cabbage, sweet potato or any roots we offer. They must be the best of their

kind grown, and you may expect that kind when you buy from us just the same as in the past.

SHIPPING SEASON

We start shipments October the 15th each fall and ship from that time to May 1st the coming spring. We can dig and ship plants nearly all winter long; we are hardly ever tied up for over three to four days at a time owing to cold weather.

We dig all stock fresh and don't dig any orders before orders are received. They are dug fresh the day we ship them. We guarantee you fresh dug stock; and all stock true to name and pure blue so far as varieties go.

PACKING

Plants are packed in slatted crates with damp moss and in 50 and 100 lots they are shipped post paid. In 250 lots and up they are shipped express collect.

We wish to say that where you take 1,000 plants but order 250 of four kinds

the 250 price of each kind rules and where you take 500 of two different varieties making 1,000, the 500 price will be charged.

PACKING HOUSE AND OFFICE

I have my packing house within one block of the Post Office and the express office is only a quarter of a mile away. We get orders off promptly, in fact, that is part of our business—to give quick and prompt service. If you want your goods

in a hurry we are the ones to give your orders to.

We wish all a good season in the year 1927 and hope to have your orders for all goods wanted in our line and we thank all for past favors and wish them success in the future.

With best wishes for your success, I am,

Yours truly,

J. A. BAUER,

Lock Box 38.

Judsonia, Arkansas.

Descriptions of Varieties I have Growing

I have a small list of the very cream of the berry family. None are grown which do better than the list below. These varieties make good all over the United States.

EXCELSIOR, Per.—This is the very earliest berry grown today and a good one at that. A free plant maker all over the country, North, South, East or West, and in every section is the king of all early berries.

THOMPSON, Per.—A good old variety, well planted; is in demand all over the Southwest; stands dry weather fine; a good plant maker; and a nice well colored berry; a good shipper.

MISSIONARY, Per.—This berry does fine in Florida and Mississippi, and the Eastern States. We have a good stock of them; season with Klondike which is considered mid-season.

IMP. KLONDIKE, Per.—I find this berry a better berry than Klondike. The plant is larger, berries larger and seem to be more productive than old Klondike. It is almost impossible to tell one from the other with above exceptions.

AROMA, Per.—The most planted berry of any mid-season to late variety grown today. We have them by the millions and can furnish any size order wanted. We hope to have your wants in this variety, so we can make you prices on larger lots than 10,000 lots. Berry is large to very large, mid season to late.

GANDY, Per.—Only one variety we

have grown is later than Gandy and it is the Evening Star. We consider it a good late berry. We will have a good stock of them and hope to have your orders.

DUNLAP, Per.—An old variety, grown much through the northern states and one which does well all over the north and north west. We have a big stock of them and can fill all orders.

PREMIER, Per.—A large, well-colored, second early berry; one which does well in the northern states. We feel sure you will make no mistake in planting the Premier as we have the true blue stock of them. Season is with the Improved Klondike. They ripen their crop quickly when they start to ripen and command higher prices than most kinds.

PROGRESSIVE, Per.—The very best everbearing berry grown; none better; a good plant maker average years; bears all summer up to frost and in all we consider them the best berry grown for a fall bearing sort.

CHAMPION K., Per.—This is a new variety, one which has a good name as a big, large, well-colored berry and one that makes big crops of fine fruit. We have not a big lot of them to offer but think it worth while for anyone to test them out. Plant growth is fine and healthy. We advise planting at least a small lot of them.

EVENING STAR, Per.—This is the best real late berry grown and they will

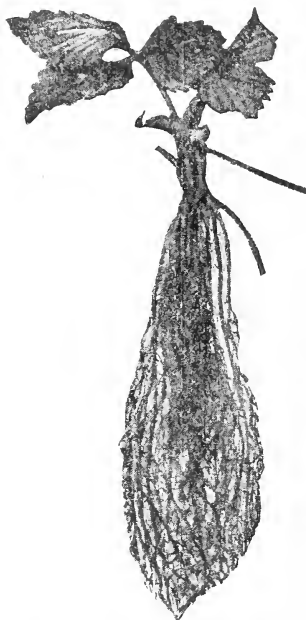
make anyone big profits. The plant is a large, healthy plant; one that will make the largest plants of any variety grown. Good clean foliage; free from any rust spots. Berry large to very large; well colored, firm, and in all we consider them the best late berry grown today. Season is around a week later than the old Gandy.

ST. LOUIS, Per.— The earliest large berry grown today—was originated by me years ago. Last season our stock was short, hence we had not half enough plants to go around. The plant is large and it has a great root system. The berry plant cut in this list shows the St. Louis plant. We have never had any variety make such big crops of large well developed berries. This variety, as well as the Evening Star commands the highest market prices, selling some times for as much as 25 cents per quart higher than other varieties. We have grown St. Louis and Evening Star where 12 berries filled a quart well rounded. Don't fail to set some of these two great berries. Season of St. Louis about a week later than Excelsior, the earliest strawberry grown. We can fill all orders this year for the St. Louis and Evening Star, so get your order in soon as you can.

MICHEL, Per.— The Michel is a good

home berry, fine for table use. It and the St. Louis have all others beat for that purpose. They are fine to eat out of hand as well as from the table. Season second early

On Berry Plants we start shipment October the 11th. We will ship all winter and up to May 1st.



Sample of Our Plants

Price List of Strawberry Plants

Variety	(Post Paid)					Express Collect				
	25	50	100	250	500	1,000	5,000	10,000	25,000	50,000
Excelsior,	\$.45	\$.65	\$1.00	\$1.50	\$2.00	\$3.20	\$14.00	\$26.00	\$62.50	120.00
Thompson45	.65	1.00	1.50	2.00	3.20	14.00	26.00	62.50	120.00
Dunlap45	.65	1.00	1.50	2.00	3.20	14.00	26.00	62.50	120.00
Imp. Klondike45	.65	1.00	1.50	2.00	3.20	14.00	26.00	62.50	120.00
Missionary45	.65	1.00	1.50	2.00	3.20	14.00	26.00	62.50	120.00
Michel45	.65	1.00	1.50	2.00	3.20	14.00	26.00	62.50	120.00
Aroma60	.75	1.25	1.75	2.25	3.50	15.00	28.00	70.00	130.00
Gandy60	.75	1.25	1.75	2.25	3.50	15.00	28.00	70.00	130.00
Champion K.60	.75	1.25	1.75	2.25	3.50	15.00	28.00	70.00	130.00
Premier65	.85	1.50	2.00	2.50	4.50	18.50	35.00		
St. Louis65	.85	1.50	2.00	2.50	4.50	18.50	35.00		
Evening Star65	.85	1.50	2.00	2.50	4.50	18.50	35.00		
Progressive75	1.00	1.75	3.00	5.00	9.00	40.00	75.00		
Mastodon	1.50	2.75	4.25	9.00	16.00	33.00	150.00	295.00		

On large orders we can make you special prices on Aroma, Improved Klondike, Missionary and Excelsior. We have shipped as many as 750,000 plants per day. We can fill all orders very promptly and assure you of the best service, regardless of who you deal with. We could fill this price list with letters of praise of our stock but it costs so much for paper and printing that we are leaving all of them out. The fact that we sell more plants than all others combined shows that our stock is the very best grown.

Grow Strawberries for Profit

Never in years has the berry crop made such wonderful profits as they have this season. All over the whole Southland all made big money and all it takes to get your share of the profits is to get good plants, use proper care with them and you will reap a big harvest.

In Louisiana berry districts, they made over eight million dollars from berries; in Alabama over four million dollars; in Mississippi over two million dollars; in Arkansas over four million dollars. Most all of this money came from Improved

Klondike variety, the variety which I introduced and which has made good all over the South. We also ship millions of them to California where they do well.

We now have growing millions of the best plants for fall, winter and spring shipments. We hope to have your order.

One grower in this section from thirty acres sold 2500 crates of berries which averaged him over \$5.00 per crate or \$12,500.00. What crop can you grow which compares with these profits? His variety was Improved Klondike.

READ WHAT THEY DID AT MERIDIAN, MISS.

"In Lauderdale County, Mississippi, according to a report from Meridian, strawberry growers will sell \$80,000 worth of strawberries from 140 acres this year. The report says that twenty car loads of the berries have already been shipped from that county by the Strawberry Growers Association, and that twenty-four more car loads are in sight for shipment. Discussing the report from Meridian the Aniston, Ala., Star says:

"To what other crop could 140 acres be planted to bring the farmers \$80,000? Five hundred and seventy-one dollars is a pretty good income from an acre of ground. Another thing noticed in the strawberry report from Mississippi is the way in which the berries are marketed. The Strawberry Growers Association looks after the shipping and marketing of the berries. Here is co-operative selling in a practical way, and it evidently is paying, as co-operative selling always does when

handled in a business-like manner." The best part about the whole transaction is that after having sold an average of \$571 worth of strawberries from each acre of ground they will still own the land. And yet, the probabilities are that before the organization of the association and before making the arrangements for marketing the strawberry crop the owners of the land planted to strawberries would have been willing to sell it for considerable less than \$571 per acre. There is an old saying that you cannot eat your cake and have it too, but this seems to come about as near shattering the truthfulness of the adage as anything could. It is an old story that farmers of the South are permitting the golden opportunities to pass them by without availing themselves of them, but as long as they do so, it seems that it cannot be told too often."

Special prices on the Improved Klondike in 100,000 lots or over.



A Field of Improved Klondike

How to Grow Strawberries

This book may reach the hands of someone who has never had experience in growing strawberries. I wish to say many think it is a hard job to grow strawberries with success, but I have not found it this way for it is with strawberries as with other crops—you need not set them out and let the weeds and grass grow up in them, not hoe and plow them and then expect a crop the coming season for you will be disappointed. Work is what it takes to grow strawberries and big crops of them. This year I have worked my strawberries more than I have ever done before, but by so doing I have a better stand than 99 per cent of the growers in this country, but of course it comes from my keeping everlastingly at it and keeping the crust broken. I will tell you how I prepare my ground and how I set and work my strawberries. While, of course, this may not

work in your section, if you live in the north, for growers in the north will have to prepare lands, in a different way from this.

First: If I had new ground—I had rather have new land for strawberries—clear and cut stumps out well, and after doing this grub up the small roots. Now, I would take my two-horse breaking plow in October or November, and would break this land good and deep. I would then let it lay until it had taken four or five good freezes, and would then put my harrow on it and tear it up good and let it freeze again. This would have a tendency to kill all white grub eggs in the soil. When early spring rolls around I would take my two-horse plow again and break land crosswise; this is one of the main things—to get it broke up good. After this I would harrow both ways. I would

then take a two-horse hay rake and rake up the loose roots over the field into piles and burn them. After doing this I would give it another good harrowing. Next I would get my plow and make my rows (single shovel plow). I make my rows three and one-half feet apart. Try to get them good and deep and after making the rows I would put from three to four hundred pounds of bone meal in the drill where I intended to set plants after which I would take a one horse turning plow and throw two furrows on this, one from each side of the row; then I would take a light fourteen tooth harrow and harrow down the ridge, then you are ready to set the plants. You may use a trowel or dibble, and you can set with success from three to five thousand plants per day in land that is well prepared. If you have not got new land, and wish to use old land I would go about breaking land in the same way, but I would use heavier applications of bone meal than on the new land.

After you have set out your plants about one week or ten days, I would go over them with small harrow, the one I used in harrowing ridges and break the crust in middles and keep it well side harrowed as the season advances. As the grass and weeds come. I would take a hoe and keep them cleaned out and would continue this during the summer and as the season advances I would take a small plow and work them, but the only time I would use a large plow would be in September. I then take a single shovel with sweep and break out the middles so they will have a water furrow, but in the summer season I work on the level and I have always found this is the best method when we have dry seasons like we have had for the last two years. Keep drill well worked and hoe until September, and then if you will go through them, get out all the grass and weeds you may lay them by, you will not be troubled with weeds and grass any more during the season. This is my method of working for the first season, only I did not tell you how I set my plants. I

set them from sixteen to eighteen inches in the row, using from 7,500 to 8,000 plants to the acre, using nothing but big, strong and healthy plants, the kind that I grow.

This is the way I would work berries the second year. After my berries are picked, I would go through the middle with a single shovel plow, breaking out the middles. I would then take turning plow and bar off rows leaving them eight to ten inches wide, then I would take hoe, cut out the plants, leaving them 6 or 8 inches in the row; then I would take the single shovel plow — same one used to break middles—and dirt them up. What I mean by dirt is plowing next to the berries and in the same furrow where you barred them off, and by doing this the plant will grow so that you will not be able to tell whether it is a young patch or old one. After doing this I would work berries through the season same as first year, hoeing them and in the fall lay them by just the same as first year.

Different Methods of Growing

There are many different ways of planting and working strawberries. There is one way known as the single hedge system, which is the method I have given you and there is the double hedge system which is used in the extreme Southwest and California. I would advise all who have never tried other methods to plant in the single hedge rows as I believe it is the most successful way berries can be grown. I believe by anyone following above advice on how to work and grow strawberries you can grow them with success, and if there are other points anyone wants to know, I would be glad to answer questions any time I have time, but, of course, during my busy shipping season. I would not be able to give any time to your questions, but during my leisure months during the winter and a short time in the summer, I will be able to answer any question you may wish to know, and hold myself in readiness to do so upon request.

Onion Plants

I have a fine lot of Onion Plants of the Bermuda Variety. We can make you prices in line with good stock and on all onion plants the prices are delivered to your door as well as on Cabbage and Sweet Potato plants. We pay all postage or express to you.

CRYSTAL WHITE WAX

The crop of seed of this variety was short this past season and the supply of this variety will run low before the season is over, so we advise you to order early.

PRICES—	100	250	500	1,000	5,000	10,000
Crystal White Wax,	\$.50....	\$1.00....	\$1.50....	\$1.75....	\$8.00....	\$15.50
White Bermuda,35....	.85....	1.35....	1.65....	7.85....	15.00
Yellow Bermuda,35....	.85....	1.35....	1.65....	7.85....	15.00

WHITE BERMUDA

We have a good stock of this variety and they are well grown plants. We can ship all onion and cabbage plants after January 1st. We can fill all orders.

YELLOW BERMUDA

This variety seems to be the best of all for market growing as we sell more of them than all others. All onion plants are what is known as pencil size (about the size of a lead pencil); 100 tied in a bunch and no less than 100 of a kind sold.

Cabbage Plants

We have a fine lot of the best varieties and we can ship at once after January 1st and up until April 20th.

We have the following varieties. All plants are frost-proof, open field grown, but we do not guarantee that they will not freeze out after setting as they won't stand hard freezing any more than other plants would. We have the following varieties:

Copenhagen, Early Jersey Wakefield, Succession, Charleston Wakefield.

Prices:—100, 50c; 250, \$1.25; 1,000, \$2.00; 5,000, \$9.50; 10,000, \$18.00.

Express paid or parcel post paid by us right to your door. Last season we sold many cabbage plants and onion plants

and all gave the best satisfaction. We try to sell only the very best plants grown and we know we have them for they gave perfect satisfaction last season.

We pack all plants in damp moss and they come fresh and fine. In buying plants from any old Tom, Dick and Harry who just throw plants in a box or sack and ship them, nine times out of ten they arrive all dried up or dead and you never hear anything more from your man as he expects new suckers every year. So be wise and place order where you will get good fresh plants, packed in damp moss arriving in good condition and giving you the best of results.

Sweet Potato Plants

I will bed around 1500 bushels of potatoes this spring to take care of my large trade. We grow four kinds—all four kinds are good ones for the south and west and in fact the best kind you can grow. We pack these plants as all other plants are packed in damp moss.

We deliver at prices quoted and can start shipments on these about March 15, the weather allowing us to ship them.

The varieties we grow are Nancy Hall, Long Vine Porto Rican, Bunch Porto Rican and Big Stem Jersey—all four are good potatoes.

Strawberry Specialist
JUDSONIA, ARKANSAS

ORDER SHEET

Name

Post Office

P. O. Box County

State

R.F.D. Box

Express Office

Freight Station

Express Company

Railroad

P. O. or Express Order		\$.....
Draft	- - - -	\$.....
Cash	- - - -	\$.....
Postage Stamps	- -	\$.....
		<hr/>
Total	- -	\$.....

Date 192..

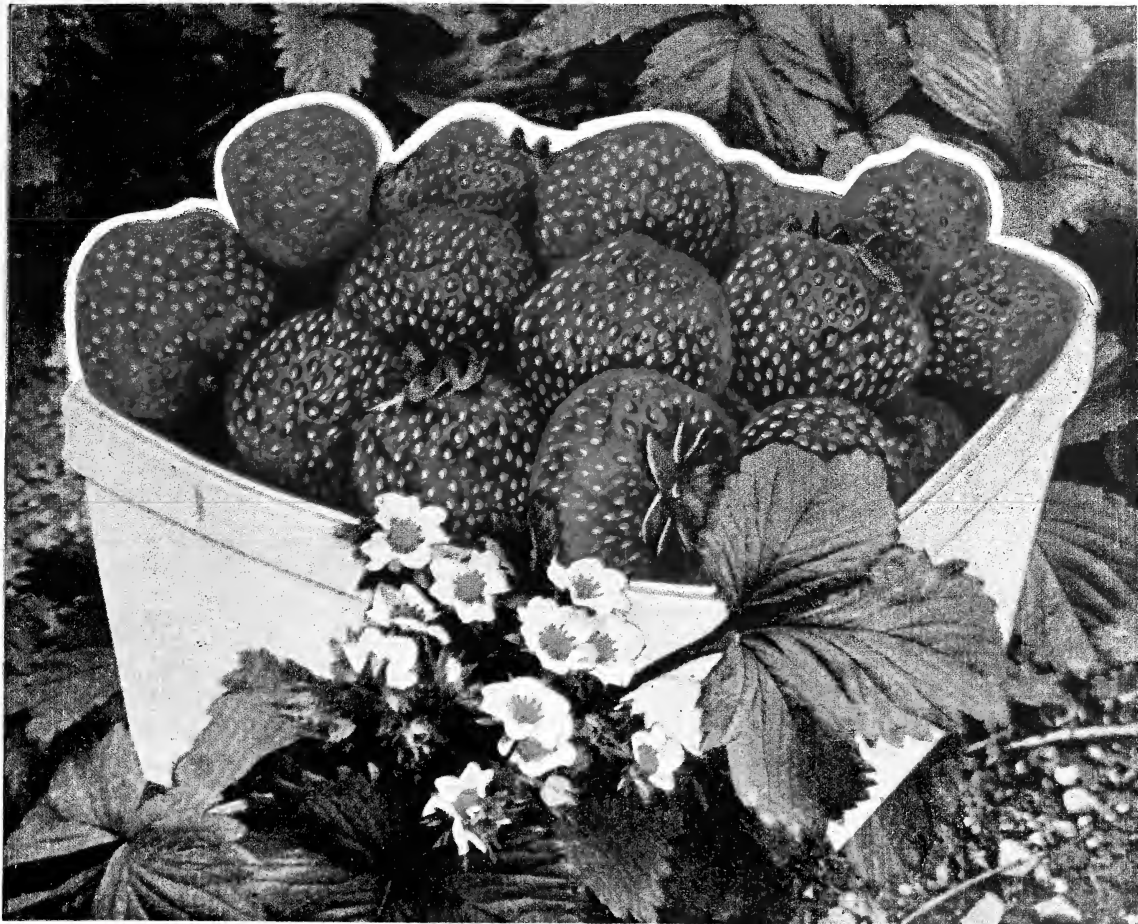
Very Important — No difference how many times you have written us, always give your full address and write your Name, Post Office, County and State very plainly.

Do you wish us to substitute to the best of our judgment in case any variety ordered should be exhausted? Write Yes or No

Please write in the quantity, full name of variety and price. Any necessary correspondence should be written on a separate sheet.

[illegible]

WARRANTEE—We exercise the utmost care in having all of our stock true to name and believe we come as near doing so as any plant grower in the United States; but in case any stock proves other than true to name we are only liable for the part that may not be true to name at the prices paid for the stock and the purchaser of this order accepts this agreement in placing this order.



PROGRESSIVE EVERBEARING PLANTS OF QUALITY

We have grown and tested about all kinds of plants which have been offered in the past ten years and to date we have found none as good as the Progressive. On November 15th last, we had plenty of ripe and green fruit on our plants and lots of blooms when they were killed by a hard freeze. We offer over one million of choice, well-grown plants. They are the Pure Blue Progressive, and you will make no mistake in planting them.

For best results cut blossoms in spring from vines until July 15th; then let them go. They will fruit until frost or freezing weather cuts them off. Some real dry years they will not fruit for lack of moisture, but even then if you will water the plants they will make a full crop.

We hope to have your orders for what you may want in Progressive, and you will make no mistake in planting them for profit. We have had patrons who have sold as high as two to three hundred dollars worth of berries from a half acre of Progressive in one fall, and the cash comes when all need it very much.

Prices on Bauer Blue Ribbon Brand Progressive: 100 by mail, \$1.75. By express collect, 250 plants, \$3.00; 500 plants, \$5.00; 1,000 plants, \$9.00; 5,000 plants, \$40.00; and 10,000 plants \$75.00. All come express collect, but the 100 lot orders which come post paid. Fire your orders right in. We can fill all of them.

J. A. BAUER

GROWER OF

Bauer's Blue Ribbon Brand Berry Plants

LOCK BOX 38.

JUDSONIA, ARKANSAS

J. A. BAUER'S SOUTHERN GROWN BLUE RIBBON BRAND PLANTS

NANCY HALL—This potato is grown more extensively than any other in the South. We have a big stock of this variety.

PORTO RICAN—We have plenty of good plants of this variety. This is the long vine variety and we have the pure stock.

Prices—100, 45c; 250, \$1.00; 500, \$1.75; 1,000, \$3.25; 5,000, \$14.00; 10,000 \$27.50.

We pay all express or postage. Plants ready around March 15th.

BUNCH PORTO RICAN—This is a new potato and is a good one. We find them better in many ways than the long vine Porto Rican; outsells them also. We get our stock from the originator in Alabama and we can say you will make no mistake in planting them.

BIG STEM JERSEY—This variety out-

sells all others on northern markets. They are a very smooth potato and you never have any jumbo potatoes in them as they don't grow large like other kinds; just good baking stock size.

Many times this variety sells for twice the price of Nancy Hall and Porto Rican. Prices of these two varieties are the same. We hope to have your orders. Send them in and we will book all orders and hold and ship when wanted in the spring.

Prices—100, \$1.00; 250, \$1.50; 500, \$2.75; 1,000, \$4.50; 5,000, \$20.00; 10,000 \$35.00. All express or postage paid.

On berry plants we ship any time wanted from the time you receive this price list up to May 1st. Onion and cabbage plants we ship from January 1st on. Potato plants from March 15th up to July 1st.

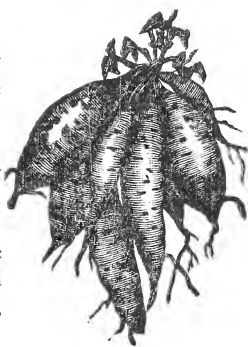
Seed Sweet Potatoes

I have some thousand bushels of seed sweet potatoes. They run from three-quarters of an inch thick to four inches, very few larger. Most of them smaller than four inches. We have the three kinds listed:

Nancy Hall, Porto Rican Long Vine—Peck \$1.00; half bushel, \$1.75; bushel, \$3.00; 5 bushels, \$12.50. F. O. B. Judsonia.

Big Stem Jersey—Most all of this seed will run under three inches thick. This variety sells for more on markets than all others. Peck, \$1.50; half-bushel, \$2.75; bushel, \$4.50; 5 bushels, \$20.00. F. O. B. Judsonia.

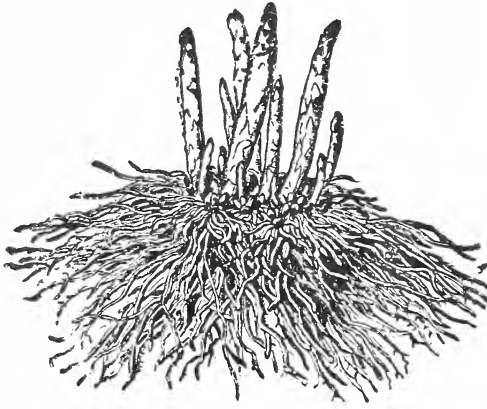
All potatoes travel at purchaser's risk. We deliver them to express office in first class condition and they come at your risk all together. We also do not guarantee crop on any plants or seed stock we sell.



Pecan Nuts

I have some two thousand pounds of native Arkansas Pecans, well dried and of fine flavor. Will sell in 10 pound lots.

Per sack of 10 pounds, \$2.50; 20 pounds \$4.25; 50 pounds, \$11.00. We can ship at once. Post Paid.



Asparagus Roots

We have one year old roots. We sell not less than 100 of a variety. We have Palmetto and Conovers.

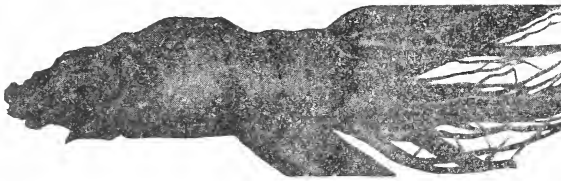
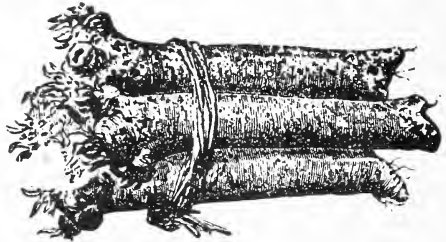
It is of the earliest culture and is one of the first good things you may have from your garden. The plants, when once established, lasts for years and grow better with age. The ground should be well drained and well enriched with barnyard manure, give liberal dressing of manure each year.

Price—100, \$3.50; 250, \$5.50; 500, \$7.50; 1,000, \$11.00.

Horseradish

I have some fine roots of this grand table relish. The varieties are Common and Maliner. This is an article that most people will not want so many of and so we price in lots of 25 up.

Price—25 roots, \$1.00; 50, \$1.75; 100, \$2.50; 250, \$4.75; 500, \$8.00; 1,000, \$15.00. Delivered to your mail box or by express paid.



Rhubarb Roots

Varieties: Victoria and Linnaeus
25 roots, \$1.50; 50, \$2.50; 100, \$4.50; 250, \$7.75; 500, \$15.00; 1,000, \$27.50.

All express and postage paid.

This is the lot of stock I have to offer you for spring of 1927 and we hope to have your orders.

I assure you satisfaction on all orders you place with me and will see after all business personally and assure you we thank you for many past favors. We advise you to place orders early; we will hold and ship as you wish them later.

On Improved Klondike, Aroma and Missionary Plants if you wish large lots write for best prices. Better plants are

not grown than I sell and I am expecting each old patron to send his or her order again this spring.

If you have friends who want good plants please tell them of us.

With the very best wishes for the coming season to be a big success for you and yours, I am,

Yours for business,

J. A. BAUER,

Lock Box 38.

Judsonia, Ark.

The Great New MASTODON Gigantic — Delicious — Everbearing

NOTHING LIKE IT EVER PRODUCED IN THE STRAWBERRY LINE

MASTODON—I have not grown any of this variety this season but am planting largely for next season. My stock all comes from the Originator and I guarantee every plant to be pure stock. I am

re-printing statements from those who have tried this grand new berry. We can ship these plants from March 10th on, not before, as they cannot be dug as early in the north as we dig at this place.

Wherein Mastodon Leads:

1. Most productive and profitable of all Everbearers—

Five hundred seventy-six quarts per acre in one day's picking, selling at 35c per quart, making \$200.60 from one acre in one day.

2. Berries largest of any known kind—

Eighteen fill a quart box; 5 laid end to end measure 8 inches; 3 weigh two ounces; 1 measures 5 inches around.

3. Berries Big and Uniform at All times During Season—

The berries are just as big at the end of the season in late October (or later) as they are in July, August or September. At no time do they run small.

4. Berries Very Firm and Attractive—

Mastodon berries are just as solid and firm as they are big and their color is a most attractive strawberry red. Pronounced wonderful by everyone who sees them.

5. Nothing Lacking in the Taste of Mastodon Berries—

Just read on this page what our customers think of the Mastodon.

6. Bears Three Crops within 18 months After Planting—

Mastodon plants begin to ripen their big wonderful berries within 90 days after plants are set and continue until cold fall freezing weather. Then the following spring they bear as much as any spring variety. The plants then take a 6

weeks' rest and commence fruiting again and bear big, juicy berries all that summer and fall. Can you beat it? Three crops in 18 months.

7. Plants are Big, Vigorous and make a Good Wide Picking Row Where other Varieties Fail.

Commission Merchant Likes to Sell Mastodon

There is no question but what the Mastodon is the largest berry ever yet produced—and they are just as highly flavored and sweet as they are big. And the berries are very firm, reaching markets in fine, firm condition when other varieties become soft and unsaleable. Our Commission merchant, Mr. M. Guggenheim, of South Water Street, Chicago, states:

"Gentlemen:

"We are enjoying wonderful results in the selling of your Mastodon Everbearing Strawberries. We have never had the pleasure of handling any variety of everbearing strawberry with so much satisfaction. You know, by our sales, that they are bringing good prices, because they have very good appearance, good eating quality, possessing a wonderful flavor, and the carrying quality is unusual for one of the everbearing varieties. They seem to consistently come in to us firm and in perfect selling condition."

HOW TO GROW MASTODON

Abide by and follow these essential factors if you wish the best results in growing Mastodon Everbearing Strawberries:

1. Set the plants early in well prepared soil, preferably a rich, moist, cool, sandy loam.

2. Prepare the soil as far as possible in advance of setting the plants.

3. Set the plants early—as soon as you would make early garden.

4. Set plants Carefully. Poorly set plants cannot do their best for you.

5. At no time should the plants be in want for water or food—don't let them

"cry for something to eat and drink."

6. Keep the blossoms picked off for about 60 days after plants are set, then allow them to form and develop into berries. From blossom to ripe berry takes about 30 days.

7. Cultivate or mulch the soil so that it is **always** mellow, moist and free from weeds. Irrigate where possible.

8. All manure or commercial fertilizer should be thoroughly mixed with the soil. Avoid layers, lumps, etc., of it through the soil or in the bottom of the furrow.

Any soil that grows a good paying crop of corn, oats, potatoes, etc., will grow Mastodon successfully, but the most ideal is a rich, moist, cool sandy loam. Gravelly or clay loams will grow Mastodon successfully, but more organic matter has to be added to make them more open and workable. Organic matter can be applied in the form of straw, fodder, leaves, etc.,—the more decayed, the better.

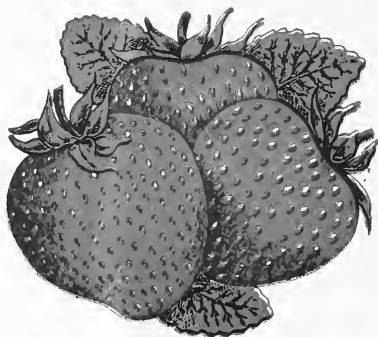
Regardless of the kind of soil they are set in, the plants should never be allowed to want for water and food. Keep them

always in a thrifty, vigorous condition. Since moisture is one of the necessary

requisites for successful Mastodon culture, select, when possible, a rich, sandy loam soil underlaid to a depth of one to two feet with a "water sand." Such a soil is always moist and cool.

Thorough preparation is very essential. It should be done as far in advance of planting as possible. Freshly prepared soil will not hold moisture like soil prepared early and allowed

time in which to settle. Try to prepare soil for Mastodon late the Fall before.



Bears in 90 Days After Plants Are
Set and 10 Months out of 18

E. C. Lindeman, Field Secretary, American Company Life Association, High-bridge, N. J. says:

"My gardener did not get the plants set for two weeks after they arrived. They grew, however, and have produced well. I have picked enough berries at one time from four plants for a meal. They are still bearing and the plants are vigorous. I want enough plants next spring for one-half an acre."

L. S. Goode, Better Homes and Gardens, Des Moines, Iowa:

"The quality of the Mastodon plants you sent was certainly excellent. With a normal season, I am confident a remarkable yield would have been secured. As it was the fall crop per plant from the Mastodon was equal to the spring crop on a bunch of Senator Dunlaps, plants for plants."